

BIG BUSINESS

**A SEMI-REALISTIC
WACKY BUSINESS
SIMULATION!**



USER'S MANUAL

BIG BUSINESS

A Semi-Realistic Business Simulation

by

DigiTek Software

and

Off the Wall Productions, Inc.

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I. SYSTEM REQUIREMENTS and GAME OVERVIEW

- Amiga 500, 1000, 2000, 2500 and 3000
- 512K minimum required
- MOUSE or KEYBOARD used to play (in *bidding section* JOYSTICK must be used if Player 2 is human).

BIG BUSINESS is a humorous simulation of a large manufacturing corporation. Three players (companies), each starting off with equal assets and marketing the same product, compete to acquire the greatest earned income by the end of the game.

Players must make decisions on how much money to spend on advertising, research and development, and raw materials; when to build or close factories; at what capacity to operate their factories; and when to borrow money and/or repay outstanding loans.

II. GETTING STARTED

A. Hard Drive Installation

All Amigas

After the WORKBENCH has loaded, open a CLI-window. Insert BIG BUSINESS into any drive and change the current directory to that drive, if necessary (i.e., by typing >cd df1:). To install BIG BUSINESS onto the designated hard drive, type:

>INSTALL dhx (whereby 'x' is the number of your hard drive)

For example: "INSTALL dh1" will install BIG BUSINESS onto the hard drive dh1:. NOTE that you do not type the usual colon after the drive designation.

RIGHT: >INSTALL dh1
WRONG: >INSTALL dh1:

Follow the upcoming on-screen instructions and note the loading instructions.

B. Loading Instructions

Since the game is NOT copy-protected, we advise making a backup copy of both disks. We would like to point out that this copy protection policy should not be misused to make illegal copies.

1. If you are using a computer with only 512K memory you MUST autoboot the game. Also, no hard drive installation is possible with 512K machines.

AMIGA 500: Insert the disk into the internal disk drive (df0:) and turn on the computer. When the title screen appears, press the left mouse button; the game will load automatically.

AMIGA 1000: Load the KICKSTART disk. Insert the game disk into the internal drive (df0:) after the Workbench screen appears. When the title screen appears, press the left mouse or joystick button. The game will start automatically.

2. If you are using a computer with MORE than 512K memory you can either autoboot the game as explained above, load the game from the hard drive or use the CLI-window to load the program by its name.

AMIGA 500, 2000, 2500 and 3000 (For Amiga 1000 load KICKSTART first)

Autoboot: Insert the disk into the internal disk drive (df0:) and turn on the computer. When the title screen appears, press the left mouse button; the game will load automatically.

CLI-load: Load Workbench and open a CLI-window (by either clicking on a CLI icon or by interrupting the loading process of Workbench by pressing CTRL-C; thus causing a BREAK message and a CLI prompt to appear). Go to the drive (i.e., by typing >cd df1: or >cd dh1: for hard drive) that contains the game. Type "bbiz" and hit the <RETURN> key. When the title screen appears, press the left mouse button; the game will load.

3. Configuration of game mode

Should you wish, for whatever reason, to load in another mode, at the CLI-prompt type: >BIG BUSINESS instead of >BBIZ. Follow the on-screen instructions to select the game type best suited for you. The selections are:

- a) BBIZ - normal game mode: 3 minutes time for each turn, game of 4 years (16 quarters).
- b) BB 1 - short game: 3 minutes time for each turn, game of 1 year only (4 quarters).
- c) BB 2 - novice game: 6 minutes time for each turn, game of 4 years (16 quarters).
- d) BB 3 - novice game, short: 6 minutes time each turn, game of 1 year (4 turns).

To get any combination in between, you can also select the game mode manually by typing at the prompt:

>BBIZ n2

The 'n' stands for novice mode (6 minutes each turn) and '2' for the number of years to be played. Consequently, >BBIZ 3 stands for a game that is to be played in the normal mode (3 minutes each turn) and is played over 3 years (12 quarters).

N (Novice) =time switch from 3 to 6 minutes; 1 to 4=number of years to be played.

III. GAME OPTIONS

After the game is loaded and the title and credit screens have been displayed, the office of the company chairman is shown. This is the game setup screen. This screen is a version of the familiar "drop down" menu.

There are three menus to choose from:

DESK OPTIONS FILE

Move the mouse pointer to the upper part of the screen. Upon touching one of the three menus with the mouse pointer, a pull down window appears. Moving the pointer down will highlight (reverse) a chosen selection. Click with the mouse button on the entry you would like to access. The keyboard may also be used to make any selection. The letters that need to be pressed are highlighted in red.

STEP 1 - DESK MENU (Credit where credit is due)

The Desk Menu contains one selection entitled, "ABOUT BBIZ". By selecting this option, a display window containing game credits and copyrights will appear.

STEP 2 - OPTIONS MENU (Game setup)

The Options Menu contains four selections:

PLAYER-1 PLAYER-2 PLAYER-3 PRODUCT

1. Player Selection

There are always three players in a game, so if fewer than three people are playing, the remaining players will be assigned to the computer.

By selecting one of the three player choices (PLAYER 1, PLAYER 2 or PLAYER 3) and clicking on the desired entry with the mouse pointer or typing its first letter, a display window will appear that allows each player to be modified.

Any player or players may be assigned to the computer or a person. Click on the desired box (Human or Computer) to designate that player as human or computer.

You will see below each player designation the mention of the controller (Keyboard, Joystick or Mouse) for the BIDDING portion of this game. The game controller for the BIDDING section in the Commodities Exchange is fixed and cannot be changed throughout the game. It is: Player 1 uses the Mouse to bid, Player 2 uses the Keyboard to bid, Player 3 uses the Joystick to bid. Specific information

on how the bidding in the Commodities Exchange works can be found under "VI. Commodities Exchange" (REMEMBER: The game itself will ALWAYS be played with the Mouse or Keyboard).

The company name (for each player) may be entered from this window also by clicking on the name box or pressing the letter 'N'. Type the name of your company and, if playing against the computer, type names for your competitors. If no name is chosen, the game will refer to that player numerically (i.e., Player 1, Player 2, and Player 3) for the rest of his or her game life. Press the <RETURN> key after typing the name, and click on the "DONE" box (or hit the RETURN key again) to acknowledge.

2. Product Selection

This selection allows you to choose the type of product being manufactured, and displays the three raw materials used to produce it. Once the desired product is shown, click on 'OK' to select that product. Since it is necessary for all three players to agree on the type of product, this can easily be the basis for the first argument of the game.

To see all 20 possible products and raw material combinations that can be selected, click on "NEXT" with the pointer or hit the 'N' key on the keyboard.

STEP 3 - FILE MENU (Start the game)

The File Menu offers two choices:

RESTORE START

1. Restore

Choosing the RESTORE function will display a screen that will allow you to restart a previously saved game.

Note: This is the only place and time that a saved game can be reloaded. You will not be able to reload a previously saved game after a new game has been started.

2. Start

This selection will begin a new game.

IV. GAME PLAY

A. Actual playing of the game

A word up front: An explanation of the interactions between the different departments in the company is found below. Every screen has multiple selections used to make changes or provoke reactions. By using the mouse, simply click on objects to bring up the desired selections. You can receive the same results by typing a corresponding letter on the keyboard.

Keep in mind that several selections are not explained in the manual. These selections are so-called "FUN" gadgets that do not have an immediate effect on the game itself. Several objects move, give comments, or can be used to shoot, fly, and so forth by simply clicking on them or pressing the appropriate keys. Try to click on all objects you find or try to press every possible key on the keyboard. Part of the fun is to find out which objects are animated and what effect they have when activated.

B. The Board Room

The Board Room is your main work screen. Seated at the conference table are the officers of the company. (Get to know your officers well. Whether you like them or not, you'll be working closely together for the duration of the game.)

Clockwise around the table, from the lower left, the officers are:

Jane Dough	Financial Officer	'F'
Fred WedBetter	Purchasing Agent	'A'
Percy LaFleur	Production Manager	'P'
Dr. Donald Density	Research and Development Manager	'R'
Jim Slick	Sales and Marketing Officer	'S'

Each of these characters may be called upon during the course of your turn by moving the mouse cursor to their face, and clicking one of the mouse buttons.

To exit any screen and return to the board room, click on the officer's face (or press the ESCAPE key). This function can not be activated when the computer player makes his turn or in the "Bidding Screen". Keep in mind, that you can speed up the time the computer player takes for his turn by simply clicking the mouse button during his selection. Most of the time you can't tell what the computer did anyway and you have to get the information from your "Yellow Paper" or the bartender in the "Sales & Marketing Office".

The options in the board room are:

1. Sounds

Click on the intercom at the wall next to the door (or press 'I') to toggle the sound effects on and off. Unless you are playing the game at work and your boss is snooping around, it is recommended that you leave the sound effects enabled as we worked very hard to make them as realistic and pleasing as possible.

2. Yellow Paper (Legal Pad)

Click on the yellow pad of paper in front of the "Financial Officer" (or press 'Y'), to receive a status report of what your opponents are trying to do to you. This will warn you that someone has started a hostile takeover bid, won a law suit against you, or has started labor trouble among your employees. (If you are playing against the computer this may be the only way to tell what the computer player is up to!)

3. Disk Options (Save, Quit)

Click on the portrait of "Our Flounder" (or press 'O' for Options) to go to the "Save Screen". Select a game number to save the current game to the presently used device (i.e., df0:, df1:, dh0:, etc.). Do not attempt to save additional game statuses onto another disk. You can only save onto the game disk (or when using the hard drive, into the game directory on the hard drive). By duplicating the game disk, however, you can save infinitely more game statuses on those disks.

Previously saved games are indicated by a red border around the number on the screen. To save a game, click on one of the unused numbers, or press the desired number key. Clicking on a number that already has a red border around it (indicating that there is already a game status saved) overwrites the old game status with a new one.

To QUIT the game and return to AMIGA DOS, click on the QUIT icon (or press 'Q'). To resume play, click on the RESUME icon (or press 'R').

4. Pausing The Game

By clicking on the clock in the Board Room (or pressing the space bar on any screen), you can pause the game and stop the clock. Consider, however, that other players may get angry if you do this for too long.

5. Spy Catching

You may occasionally notice a shadow peeking through the window of the Board Room door. This MIGHT be an industrial spy, or it MIGHT be the janitor trying to see if the meeting has ended. Clicking on the window (or pressing the 'ESC' key) while the shadow is in the window will capture the figure behind the door. If it is an industrial spy, you may be awarded large sums of money by the courts as compensation for losses. If it is your janitor, he will sue you for false accusations and you will lose a bundle of cash. (Be careful whom you accuse of nastiness, lest they be nasty back!)

6. Exiting (Ending your turn)

When you complete your turn, click on the window of the Board Room door (or press ESC). When time is up (remember to check the clock on the board room wall), your turn will end automatically. Remember, the time limit is 3 minutes (unless it was changed to NOVICE mode allowing for 6 minutes). Be sure to close the vault in the FINANCE OFFICE before the time expires. A certain amount of cash will be stolen if you do not.

V. THE OFFICERS OF YOUR COMPANY

A. The Financial Officer

Jane Dough

When the Financial Officer is selected by clicking on her face (or pressing 'F' for Finance), the screen changes to the Finance Office. (Jane has a tendency to spend

most of her day playing video games on the office computer.)

1. The Vault

The vault in the Finance Office contains a file cabinet which is used to access most of the financial activities needed during a game. Open the vault by clicking on the door (or pressing 'V'). You may then select one of four drawers in the file cabinet (1-4). The drawers provide access to the following financial activities and information:

- a. BORROW \$\$
- b. REPAY \$\$
- c. PROFIT-LOSS STATEMENT
- d. BALANCE STATEMENT

a. BORROW \$\$:

When the drawer labeled "Borrow \$\$" is opened (by clicking on it or pressing '1' on the keyboard), it will present you with a list of lending institutions. The list is presented in order of preference, with the first selection being the bank with the lowest interest rate, and demanding the highest credit rating from the borrower, and the next to last having the highest interest rate, and needing very little in the way of collateral before loaning cash. The amount you can borrow is based on your physical assets (e.g., factories), the amount of cash you have, and, of course, your credit rating. Click on the name of the lending institution or type the number in front of each bank institute and, if accepted, select the amount of cash you would like to borrow by clicking on or typing the number in front of the amount chosen.

The last entry on the list, "YOUR PARENTS", is a special case, and may only be used if the player is out of cash and cannot obtain a loan from any of the others on the list. Again: This selection should only be used in a case of an emergency, since your parents will ask for a share of the company in return for money borrowed. This might have a disastrous effect on the balance sheet and alter stock earnings.

After a lender has been chosen (by clicking on the name of the institution), the player is either politely informed that his or her application has been declined, or the player is presented with a list of available cash amounts and terms. At this point, the player may choose one of the loan agreements (by clicking on the number in front of the amount chosen) or cancel the selection (by clicking anywhere outside the box or by pressing the ESC key) and return to the vault.

Only four loans may be active at one time, and a player with four outstanding loans may not borrow more (except from his or her parents) until one of the loans is paid off, either by regular quarterly payments, or by paying the entire loan off (see below).

b. REPAY \$\$

When selected (by clicking on it or by pressing '2' on the keyboard), REPAY \$\$ allows you to pay off an outstanding loan. A list of current loans is shown along with cash on hand. One or more loans may be repaid by clicking on them or typing the number in front of the entry, as long as you have enough cash to cover the balance.

When all loans to be paid off are chosen (or none if desired), clicking on "DONE" or hitting the <RETURN> key will close the drawer, actually paying off the loans. If using the keyboard, hitting the ESC key will enable you to leave this screen without repaying a loan.

Before selecting "DONE", any loan selected to be paid off may be unselected by clicking on it again or by typing the number in front of the entry again.

If you can afford it, paying a loan off early can be very beneficial, as it saves money on interest payments, and increases your credit rating, allowing more money to be borrowed at a lower interest rate.

c. PROFIT-LOSS

When selected (by clicking on it or by pressing the '3' key), a large window will display your profit and loss information for the last quarter, the year-to-date, and the profit and loss total to date. Hit any key or click a mouse button to see all three PROFIT-LOSS statements.

This information is organized as follows:

Sales (Units): Number of products sold

Sales (Dollars): Gross income from products sold

Cost of Goods Sold: Cost of raw materials used to produce products sold

GROSS PROFIT (Loss): Total of all of the above

Labor: Amount spent for wages in production

Factory Overhead: Fixed costs to operate factories

Storage: Warehousing costs for raw materials and finished goods

Advertising: Amount spent on advertising
R & D: Amount spent on research and development
General Overhead: Fixed costs to operate company
Interest: Amount of interest payments on outstanding loans
Depreciation: Amount factories depreciate because of use and aging
Misc.: Miscellaneous expenses
TOTAL EXPENSES: Total of all of the above expenses

NET PROFIT (Loss): Gross Profit minus Total Expenses

d. BALANCE

When selected (by clicking on it or pressing the '4' key), a display of your balance sheet, showing assets and liabilities, will appear. The assets are shown first. Click the mouse button or hit any key to advance to the liability screen.

1. ASSETS

Cash on Hand: Amount of cash a player has available
Factory Cost: Cost of all finished factories
Unfinished Factories: Amount spent building a new factory
Depreciation: Value of completed factories, based on age
Value of Factories: Total real asset value of factories
Raw Material 1: Value of inventory for raw material #1
Raw Material 2: Value of inventory for raw material #2
Raw Material 3: Value of inventory for raw material #3
(all 3 based on price paid vs. market value)
Finished Goods: Value of finished goods
TOTAL ASSETS: Total of the above assets

2. LIABILITIES

Loans: Total amount due on outstanding loans
Stock Issued: Value of outstanding stock shares
Net Earnings: Total net earnings to date
Net Worth: Current net worth of the company
TOTAL LIABILITIES: Total of above liabilities

When you have finished your selections in the vault, the vault door should be closed by clicking on it again (or pressing 'V'). If the door is left open, money will be stolen from the vault as soon as the player returns to the Board Room.

2. Hostile Takeovers

While in the Finance Office you may also initiate a hostile takeover of another player's company. This will never result in one player actually owning another player's company, but you can make your competitor's life miserable for a while!

To initiate a hostile takeover, click with the mouse on the drawer in the Financial Officer's desk (or press 'H'). A window will be shown, containing the names of the other two players. If you change your mind and do not want to make a takeover attempt after all, simply click on "DONE" without selecting one of the two players (or hit the 'ESC' key). If you want to proceed, select the player you want to go after by clicking on his or her company's name (or typing the desired number). This will start the takeover attempt as long as the following conditions are met:

- a) The initiating player must have at least \$12,000,000.00 cash on hand.
- b) The initiating player is not trying to takeover another player already.
- c) A takeover of the targeted player is not being attempted by another player.

If the initiating player is already trying to takeover the chosen targeted player, he or she can either abort the old takeover attempt and start a new one or keep the old takeover attempt alive.

Once a takeover has been initiated, both players involved lose a large amount of cash each quarter. The initiating player loses \$12,000,000.00 every turn, and the targeted player loses \$10,000,000.00 every turn. (This reflects many real life situations where a company spends large amounts of money to acquire the stock of another company, while the target company takes on debt to make itself a less desirable target.)

In order for a takeover to benefit you financially, you must plan ahead to ensure that you have enough cash on hand, your current strategy does not require a lot of cash, and that the targeted player will be severely hurt by an unexpected drain on his or her cash reserves. An ideal situation is when you have a lot of cash on hand and a competitor has been busy trying to corner a commodity. Remember that this takeover attempt will cause a severe drain on your cash reserves also.

Once started, a takeover will continue until one of the players involved runs out of cash, or the initiating player stops it. Initiating a takeover attempt immediately ends a player's turn, even if the timer has not run out.

To exit the Financial Office and return to the Board Room, click on the Financial Officer's face (or press the ESC key), but remember to close the vault before leaving!

B. The Purchasing Agent

Fred Wedbetter

Clicking on the Purchasing Agent's face (or pressing 'A' for Aquisition) takes you to the purchasing screen. Here you have the following selections:

1. BUY or SELL raw materials at the Commodities Exchange.

When using the mouse, move the pointer to the upper part of the screen. The mouse will control the Purchasing Agent's arm. Move the arm up and down to point at one of the three raw materials. Pressing the button while the pointer is on a raw material will toggle the words "BUY" and "SELL". If using the keyboard, pressing '1', '2', or '3' will toggle the current buy/sell flag for materials number 1, 2 or 3.

If BUY has been selected you will only be able to BUY that raw material at the Commodities Exchange (but it is not mandatory; buy only as needed). If SELL is selected you will only be able to SELL that raw material (possible reasons: too much in stock, need to generate money). These choices may be changed at any time during your turn, but once your turn has ended, you are stuck with your choices for the bidding in the Commodities Exchange until the next turn.

2. Build raw material production facilities.

Below the BUY/SELL select part of the screen are the raw material production facilities. Each player starts a game with one production facility for each of the three raw materials used. You may add ONE new facility each turn by clicking inside the box that shows already built factories for the raw material you want to produce more of (or by pressing 'A', 'B', or 'C'). If you made a mistake, clicking again (or pressing the corresponding key on the keyboard again), removes the facility off the screen and you are able to choose again.

Additional note for this department: You can determine here any shortages or surplus of the raw materials required, based on your planned production schedule. This information is needed later in the COMMODITIES EXCHANGE to make purchase or sales decisions. Write the numbers down or keep a rough estimate in mind of how many units (in thousand) you want to purchase. You do not have to purchase the exact amount recommended, since the numbers change during each turn because of ongoing production. Yet the numbers stated will roughly indicate the amount needed for producing without interruption due to raw material shortage.

To return to the Board Room screen, click on the Purchasing Agent's face (or press the ESC key).

C. The Production Manager

Percy LaFleur

Clicking on the Production Manager's face (or pressing 'P' for Production) takes you to the production screen. Percy looks like a big bruiser, but in his free time he performs with the municipal ballet, where they are now working on a production of "Swan Lake".

The production screen allows you to choose how many products to make for the upcoming quarter, and whether to build new manufacturing factories for finished products or to close down existing factories.

1. Production Rate

Near the bottom of the screen is a horizontal line that indicates the current percentage of maximum capacity at which your factories are operating.

To increase production (make more products), click on the PLUS icon (or press the '+' key). Clicking on the minus sign icon (or pressing the '-' key) decreases the rate of production.

2. Status

Clicking on the area of the screen containing the bar, which indicates the production rate in percentages (or pressing 'S' for Status), creates a display of a small window showing the number of products which are scheduled to be manufactured in the upcoming quarter, and the exact percentage of maximum capacity at which factories are operating.

Note that the actual number of products manufactured during a quarter will depend on whether you have enough raw materials to produce the desired quantity, and whether or not you have enough cash on hand to cover the operating expenses.

If you find that you have a large surplus of finished products after a quarter (large value of "Finished Goods" on your balance sheet, see FINANCE OFFICER above), you may want to cut costs by lowering your production rate. This will lower your storage and labor costs, as well as allow you to accumulate raw materials (which are cheaper to store, and which might increase in value later).

3. Facilities

Displayed below the production rate are small factory icons showing the number of finished factories that are currently in your possession. Any factory that is closed

down will be covered by an 'X'. Any factories that are still under construction will have a crane and a bulldozer in front of them.

To the left of the factory icons are two icon buttons labelled '<' and '>'.

a. Closing down a factory (<)

To close down an existing factory, click on the left button '<' (or press the '<' key). Be aware that if you only possess one factory, closing it down will result in complete halt of any production whatsoever. This might be a helpful move if you have extremely large amounts of "Finished Goods" and want to sell the stock before producing any more units.

If a factory is still under construction pressing the '<' key will remove that factory and no more construction costs will be deducted from your cash. If there are no unfinished factories, the rightmost finished factory will be closed down, and its icon will be covered by a large 'X'. (The workers will hate you for doing this, but they really don't have any effect on your business, do they?)

b. Building a new factory (>)

Building a new factory will cost you \$50,000,000.00 and takes two full turns to complete. The building costs are spread over two turns in equal payments of \$25,000,000.00. If you do not have enough cash to cover the full payment in one turn, construction halts on that turn, resuming on the next turn in which you have the full payment of \$25,000,000.00 for that turn in your cash reserve ("Cash on Hand" in the BALANCE SHEET). Once a factory is completed, a factory icon will replace the "unfinished factory" icon (the bulldozer and crane will disappear), and your maximum production capacity will be increased.

Click on the '>' icon (or press the '>' key) to start building a new manufacturing factory. Note that two factories operating at 50% capacity produce the same amount of goods as one factory operating at 100% capacity, but have a larger overhead. Only add a new factory if you are sure it can produce at a high capacity rate.

If you choose to add a factory, and already have one that has been shut down, the closed factory will be reopened and no new factory will be built. Reopening a closed factory costs a lot less than building a new one, and it takes only one turn instead of two.

To exit the Production Screen and return to the Board Room, click on the Production Manager's face (or press the ESC key).

D. Research And Development Manager

Dr. Donald Density

Clicking on the R & D Manager's face (the guy who looks like A. Einstein) or pressing 'R' for Research will take you to the Research and Development Lab. Although Dr. Density looks like your average mild-mannered geek, he is, in fact, a fourth degree black belt karate champion, and has no tolerance for Bruce Lee jokes.

On this screen you must decide how much to spend on R & D. Research may be directed at developing and improving products, or enhancing manufacturing methods. You should be warned, however, that research and development secrets are a prime target for industrial espionage.

1. Manufacturing Improvements

On the left side of the screen is a table with a small model of a production machine. Clicking on this table (or pressing 'M' for Manufacturing) creates a display of a window allowing you to examine or modify the amount of money spent each quarter to improve production methods. The greater the amount spent, the greater the effect. When an amount is chosen (if any), clicking on "DONE" (or hitting the <ENTER> key) will return you to the R & D screen. If you change your mind, clicking on "UNDO" will restore the dollar value that was shown when the window was first displayed.

2. Product Improvement

On the right side of the screen is a counter with lab equipment. Clicking here (or pressing 'P' for Product) brings up a window which will enable you to see or change the budget for product improvement. Improvements can make the product more desirable to the consumer (increasing sales and/or allowing a higher retail price), or may lower the amount of a raw material needed to produce one unit of the product. Possible results of manufacturing research are lower production costs, less raw material needed per unit, and greater factory capacity.

3. Status

Click on the periodical chart (or press 'S') to see your current R & D status. This will give you valuable information about the amount of each raw material needed per product and the actual value of a product.

Shown are the **PRODUCT VALUE** and the **AMOUNT OF RAW MATERIALS NEEDED**.

The **PRODUCT VALUE** reflects the success of product improvement efforts. The higher the number (max. 20), the better the product's reputation in the market place. The price can be raised, advertising can be lowered, etc.

The **AMOUNT OF RAW MATERIAL** needed depends a great deal on the amount spent on manufacturing improvement. The better the manufacturing process flows, the less units of each raw material are needed.

Click on the R & D Manager's face (or press the ESC key) to return to the Board Room.

E. Sales and Marketing Officer

Jim Slick

Clicking on the the Sales & Marketing Officer's face (or pressing 'S' for Sales) takes you to the local pub where the Sales Manager does most of his business. Jim has only recently joined the company, having been hired from a famous AM radio station in Cincinnati.

In the pub you can change the selling price of the product, allocate money for advertising, buy market research information, or do nasty things to the other players.

1. Advertising

Clicking on the Sales Manager's briefcase (or pressing 'A') will display the advertising budget. Should you not want to advertise or stay with the current budget, simply hit <ENTER>. Did you already enter an amount but decide not to do it after all? By simply hitting the ESC key, the previous amount will be restored. Enter the amount of money you want to allocate for the advertising budget each quarter. Advertising can increase the appeal of your products with consumers, and can increase your market share by allowing you to sell more product, or sell the same amount of product for a higher price. After a new budget has been entered, hit <ENTER> to accept the selection.

2. Pricing

Clicking on the cash register (or pressing 'P') creates a display of the current selling price of the product. This may be changed by entering a different amount over the one shown. If the set price is too low or too high, profits will drop off.

With a good advertising budget, you may be able to set the selling price higher than the other players. The selling price does not automatically increase with inflation. Make sure you are selling ABOVE your production costs (compare PROFIT-LOSS statement in the FINANCE OFFICE). If the GROSS PROFIT (LOSS) category shows a loss, the cost per unit is higher than the income per unit. Make sure to raise the price.

3. Market Research

Click on the bartender's face (or press 'M') to purchase market research information. This can cost you up to a million dollars and can only be done once each turn. Murray will grab a bill from the pile of money on the bar, and a window will appear containing information about the other two players. This window will show you other players' selling prices, advertising and R & D budgets, and other major factors affecting the other players' market shares. To receive the market research information is especially important when playing against the computer, since computer selections are generally made in secret.

Most of the other people seated at the bar can help you or cause problems for the other players:

4. Lawsuits

The woman seated to the right of the Marketing Officer is Nola Contendre, an attorney. She can file groundless lawsuits against the other players for you. Clicking on the back of her head (or pressing 'S' for lawsuit) will display a window containing the names of the other two players. Choose the player you want to stick it to by clicking on his or her name (or press 1 or 2 on the keyboard), or click "DONE" to abort. When using the keyboard hit the ESC key to abort.

When a player has been chosen, another window will be shown with a selection of three dollar amounts that can be chosen for the lawsuit. Select one of the amounts to start the suit. The suing player has a 1 in 3 chance of winning the suit. If the suing player wins, the amount chosen is added to his or her cash reserves and deducted from the losing player's cash reserves. If the suing player loses the suit, 75% of the amount chosen is deducted from that player's cash reserve for legal fees.

5. Labor Trouble

Seated to the right of the attorney is a man who can cause labor trouble for one of the other players (a guy named "Phil" who won't give you his last name). Click on his face (or press 'L'). This will cost the instigating player a rather large amount of cash (but then what did you expect from this kind of guy?). Labor problems can cause the targeted player to lower production rates and possibly lessen the number of units produced.

6. Industrial Espionage

The man sitting in the upper right hand corner of the screen (he says his name is "Bob") can be hired to steal research and development secrets from another player. Click on his face (or press 'I'). This can increase your production rates or lower your production costs by stealing from your competitors.

7. Software Developers

The three guys seated together at the rear of the bar are software developers and may safely be ignored. (You might want to buy them a drink, but it is unlikely they will have any effect on your business dealings.)

VI. THE COMMODITIES EXCHANGE

After each player has made his or her selections, they all meet together in the Commodities Exchange. Each player can produce raw materials, but rarely create enough for his or her production needs. Therefore, between turns, each player is allowed to buy or sell raw materials by sitting in on the Commodities Exchange.

The prices shown in the exchange are in cents per unit, but materials are bought and sold in 100,000 unit lots.

When a player SELLS raw material, the sale will go to the market unless a player is selling below market price. You can sell ABOVE market price only if the market has run out of that material. The market price can be lowered only by selling raw materials to the market.

When a player BUYS raw material, the material comes from the market unless another player is selling below market price. Players bid on raw material by raising their hands. The higher they raise their hands, the higher the bid.

The official market price for raw materials is based on several variables.

Among these are:

- 1) Last market selling price
- 2) Availability of material
- 3) Demand for material

Please note that driving material prices sky high can make product prices so high that nobody will buy them. This approach should only be considered if you have managed to corner a commodity at a low price. Hiking the price way up may allow you to sell to another player or the market at an obscene profit.

The bidding procedure is:

Player	Raise bid	Lower bid
1	Right mouse button	Left mouse button
2	Joystick up	Joystick down
3	Up arrow	Down arrow

A. The Unit Sales Graph

After the Commodities Exchange closes for the day, a graph will appear showing the exact unit sales for all three companies/players in the preceeding quarter. This is very important information since a poor showing in the amount of units sold can urge a player to make the proper adjustments (price change, increase in production, etc.).

B. The News Service

After the UNIT SALES GRAPH has been shown, a teletype printout appears to give the players the day's news. Some headlines affect the game tremendously. Some other messages might affect the playability of the game (i.e., Production Manager gets sick and can not come to work). You should always pay attention to this printout. Other headlines may only offend your sensibilities, and may be safely ignored. Make sure you can tell the difference.

Thank you for purchasing this product from DigiTek Software. We hope that you will have hours of fun playing it!

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